

Communication Plan High Level/Broad Issues for Central Valley Salinity **DRAFT**

1. Who do we want to communicate to? The Audiences

The audiences are varied and each has considerable nuances that would be the subject of additional research and efforts where possible. However, the most basic set of Audience Members include:

- A) CVRWQCB to an among Board Members
- B) CVRWQCB Management and Staff
- C) State Board Members and Staff
- D) Stakeholders, participants and potential participants
 - 1) Dischargers/industry/districts/cities
 - 2) Suppliers/irrigators/users (this needs to be an area of focus)
 - 3) Environmental/EJ/DAC/Farm labor
 - 4) Broader business/economic development
 - 5) Land use planners and developers
 - 6) Associations of above i.e. ACWA, CASA, BIA, etc
- E) Legislators/local political and community leaders
 - 1) Policy oriented
 - 2) Funding oriented
 - 3) Constituent oriented
 - 4) Federal Officials
- F) The Public
 - 1) Regulated
 - 2) As payers of the bill
 - 3) As the owners of the Future of their communities

2. What is to be communicated? The Messages

The goal of this part of the overall communications plan seeks to communicate the Salinity Group's purpose; goals, efforts, status, and needs for maintain a heading toward salinity solutions. There are many subparts to that basic message.

- A) Importance/Purpose
 - 1) Salinity is an important statewide water quality and supply issue.
 - 2) The economy and growth in the Central Valley will become limited by salt in the future, 5 million? tons of salt accumulate in the Central Valley each year.
 - 3) If the regulatory community does not act to reduce the loads they are at risk of lawsuit from environmental and other groups to force regulation and then regulatory compliance.

B) Efforts

- 1) A Salinity Policy Group has formed and meets to help determine how to solve the problem.

C) Needs

- 1) Water supply agencies need to be involved in the Stakeholder group that is forming to take the lead in the studies and efforts towards solutions. The plan and solutions will take over 20 years to implement.
- 2) Stakeholder and regulated community can lead the development of these efforts and inform the Regional and State Boards. An informed Board is more likely to use their regulatory authority to reduce future salt loads in a manner that is most cost effective. The alternative of independent development by the board could be more costly and difficult to comply with.
- 3) The group needs State Funding to continue the current efforts and studies until the Stakeholders can direct and support them.
- 4) Funding from the Interregional Unallocated \$100 M should be available for this effort. If it is earmarked from Proposition 84, those earmarks should include \$5M for these efforts over the next 3 years.

3. What level, frequency and detail should be communicated? Intensity

Levels of detail and frequency vary with the audience and range from high frequency to on demand, i.e. website access. The level of detail can be at the public, summary, detail or technical levels. Casual definitions are shown below.

- A) High frequency – monthly or more often
- B) Frequent – monthly to quarterly
- C) Moderate – quarterly
- D) Event – based on event or action
- E) On-Demand – Information is available, mostly web based
- F) Public – written at a low level of detail for news outlets, the general public, non-technical audiences. May be multilingual.
- G) Summary - high level for policy makers, elected/appointed officials, community leaders and legislators.
- H) Detailed – Executive summary with full details on fundamental issues or decisions.
- I) Technical – Primary technical for scientific or technical audiences appropriate for full reports and backup information or peer review documents.

4. Who communicates the messages? The Messengers

Messages are best communicated by the appropriate messenger for the message and audience. Each situation will be different but the following can be effective messengers if prepared and provided the proper materials and messages for the audience.

- A) State Board Members
- B) Regional Board Members
- C) Regional Board Executive Director
- D) Regional Board Staff
- E) Technical/Process Consultants
- F) Regulated Community Leaders and staff
- G) Local/Regional Community or Business Leaders
- H) Stakeholders and Community group members
- I) The Public

5. When is it most effective? Timing

Different messages will have various timing issues. Like news, it is best with it is novel, or has a hook to current events. Communicating the basis messages and information all the time and then looking for new information from the research or reports to highlight the messages and or current events or crises that can relate or underscore the messages.

Salinity Communication Matrix

				Messages	
Audiences	Frequency	Detail Range	Importance 1	Efforts 2	Needs 3
CVRWQCB Board Members	High	Summary/Detailed	◆	◆	◆
CVRWQCB Management	High	Summary/Detailed	◆	◆	◆
CVRWQCB Staff	High	Detail/Technical	◆	◆	◆
State Board Members	High	Summary	◆	◆	◆
State Board Staff	High	Summary/Detailed	◆	◆	◆
Other State Agency and Groups	High	Summary/Detailed	◆	◆	◆
Stakeholders, participants	Frequent	Summary	◆	◆	◆
o Dischargers/industry/districts/cities	High	Summary to Technical	◆	◆	◆
o Suppliers/irrigators/users (area of focus)	High	Summary to Technical	◆ ◆	◆	◆
o Environmental/EJ/DAC/Farm labor	Frequent	Summary to Technical	◆	◆	◆
o Broader business/economic development	Moderate	Summary/Detailed	◆	◆	◆
o Land use planners and developers	Moderate	Summary/Detailed	◆	◆	◆
o Associations CASA/CSDA	High	Summary to Technical	◆	◆	◆
o ACWA and water policy	High	Summary to Technical	◆ ◆	◆	◆
o BIA and Business	Frequent	Summary to Technical	◆	◆	◆
Future or Likely participants	High	Public to Detail	◆ ◆	◆	◆
Legislators/local political & community leaders	Moderate	Public	◆	◆	◆
o Policy oriented	Moderate	Public/Summary	◆	◆	◆
o Funding oriented	Event	Public/Summary	◆	◆	◆
o Constituent oriented	Moderate	Public	◆	◆	◆
o Federal Officials	Moderate	Public to Detail	◆	◆	◆
The Public	Event/Demand	Public	◆ ◆	◆	◆
o Regulated	Moderate	Summary	◆	◆	◆
o As payers of the bill	Event/Demand	Public	◆	◆	◆
o As owners the Community Future	Event/Demand	Public	◆	◆	◆

Additional Detail in Communication Plan Document

High	Public	Very High	◆ ◆
Frequent	Summary	High	◆
Moderate	Detailed	Med	◆
Event	Technical	Low	◆
On-Demand	Varies		